

PRISM - Where VR/AR/XR meet Digital Twins and AI

DATE: Wednesday, October 29, 2025
LOCATION: Dundalk, County Louth, IE

Event Description

PRISM - Where VR/AR/XR meet Digital Twins and AI is a premier conferences event in Dundalk. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: conferences

Importance Rank: 45/100

Expected Attendance: 545 people

Event ID: FfLqJCdsSyb59FAinz

Hotel Demand Indicators

ADR Impact Index: 5.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 218 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.